





## WHAT IS A BRAND

A Brand is a promise

Branding is about making an emotional connection

Good Brands build companies

Employees must understand and embrace the brand for it to be successful



# **BRANDING**

Build awareness & trust

Make it easy to remember

Adhere to the brand identity

Repeat exposure

Provide clear and consistent imagery



# THE PARENT BRAND

MWR logo is the monolithic brand

All other logos are Subbrands

Co branding

The parent brand endorses the product, service, or division

Our biggest challenge







## **BRAND COLORS**

Colors evoke emotion

Express personality

Stimulate brand association

Unify brand identity

Use our brand core colors



# BRAND CHALLENGES

Time and money - plan ahead

Internal buy-in and support

Keeping a strategic focus on all communications

Creating and maintaining message consistency

Give them something tangible to make the connection



# U.S.ARMY WR L

## **KEY BRAND BELIEFS**

The identity is more than a logo

Help employees and customers connect with the MWR vision, what the brand stands for, and its core values

Communicate what it means

Communicate why this is important

Cohesive communication is a MUST

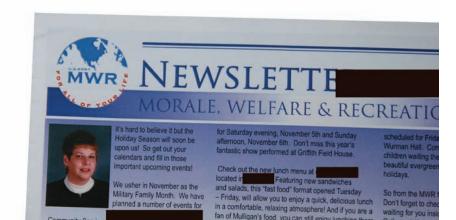
Respect the Signature - we are the brand ambassadors connection



See Inside for June/July events!







Community Services

The annual Army Soldier Show makes its appearance Shows are scheduled

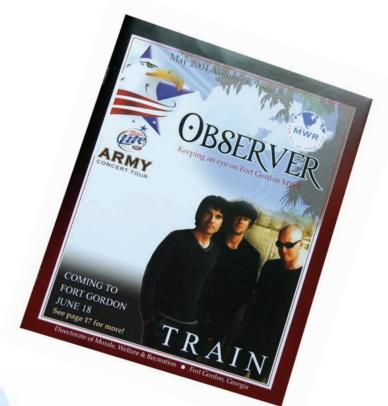
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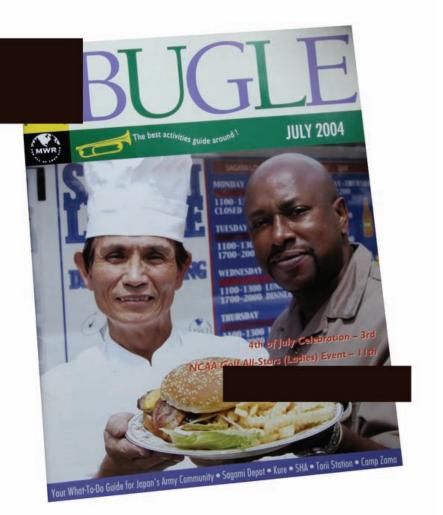
through December 15th. Come join us for lunch at

either location - we look forward to serving you!

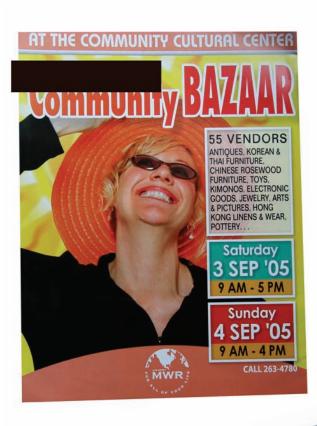




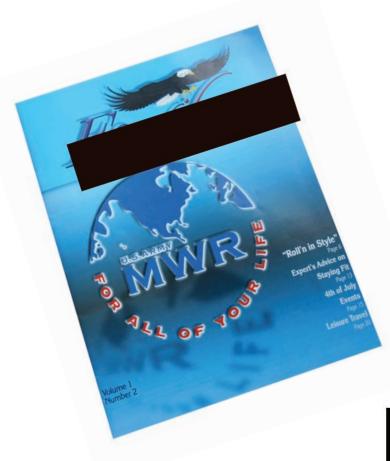




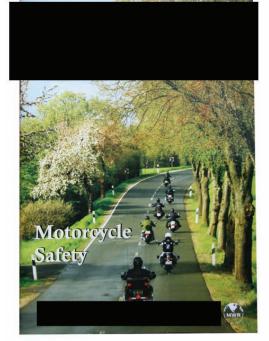




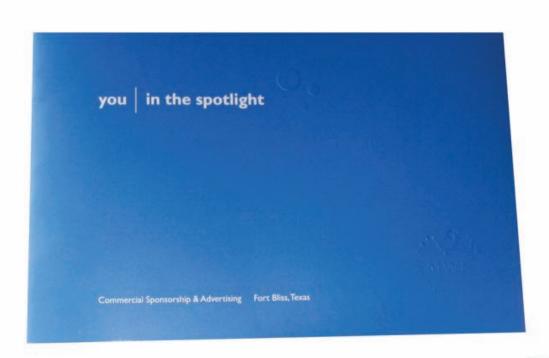




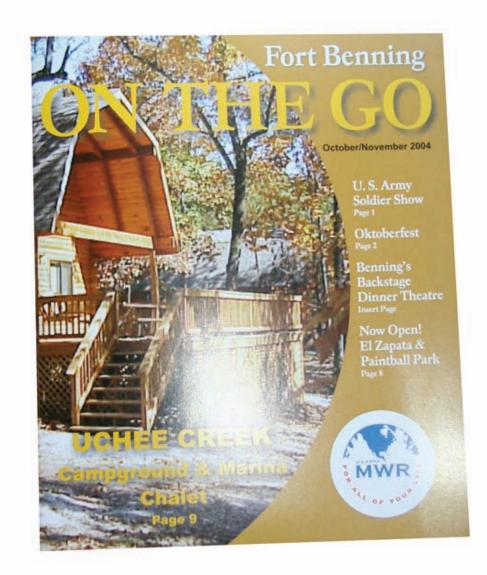














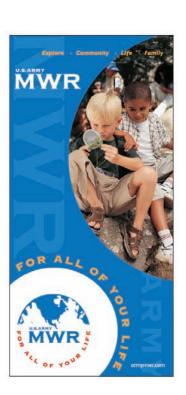


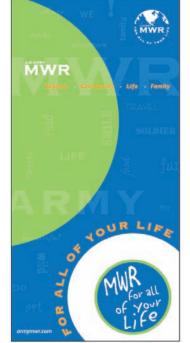














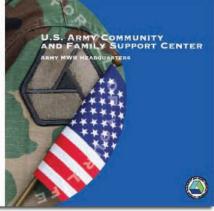




The CFSC is an Expal Opportunity Employer Sucred in Alexandria, VA. Employees are proud to be an integral part of the more than 35,000-member Army MWR work force, dedicated to delivering Army MWR whenever in the

world Soldiers serve.Our agen a verlety industing contracting, information management, sports and recrussion, joint services prime vendor program, leisure apportunities for single Soldiers, financial investment banking to name just a few. As a government agency both Civil Service (GS) and Nonappropriated Fund(NAP) employees make up the CHIC work force.







As Headquarters of the US Army's Horde, Williams, and Recreation (HWR) Programs, the Community and Family Support Center (CFSC) The CFSC's diverse roller include encouraging employee creativity and innovation, communicating corporate values, managing personnel. overseeing the budgeting process, setting eversees operations vital to maintaining the Army's shifty to

standards, formaliting PWK place, establishing guidance, and providing support in implement-ing efficient and effective NVM neeth-nemoteur programs. In addition, the CFSC directly

> HWR programs such as the Armed Forces Recreation Cassors, Army Lodging. and the World Class Ashless Program.

#### What We Do

#### What We Stand For

The Array phillusophy holds that Soldiers are entided to the same quality of his as that enjoyed by the society they are pledged to defend, PIWR is key to delivering on this promise, MWR and to related programs feature and support mental and physical fitness, individual growth, positive values and family well-being for today's Army. The CFSC is committed to making PMVR and furdy programs successful in meeting Army community and Soldier meets.



